## Amendments to the Specification:

Please replace the Title of the Invention with the following:

RETAIL SYSTEMS AND METHODS <u>DISPLAYING VARYING DISCOUNT AMOUNTS</u>
FROM A PRODUCT SHELF, DEPENDING ON PREVIOUS PURCHASE BEHAVIOR
OF A CUSTOMER EMPLOYING A PRODUCT SHELF INTERFACE
TO PROVIDE PURCHASE INCENTIVES

amdt APPROVED for entry jdc 6/10/08